




SKY TYPING   
The Numbers

- One message can:
- > reach over 2 million people
  - > be seen over 400 square miles
  - > be 1,000 feet tall and 6 to 8 miles long
  - > reach more people at pennies per powerful impression!



SKY TYPING   
Sponsor Promise

Marine Air Terminal  
LaGuardia Airport  
Flushing, NY 11371  
Tel: (718) 507-5220  
Fax: (718) 779-5233  
www.skytyping.com

...to support our sponsors' efforts to sell their products and/or services , and do so with the highest standards of honor, integrity and professionalism



SKY TYPING   
interactive media at 10,000 ft!!





In an era where electronic media is further and further fragmented and cyber-messages compete for the attention of virtual audiences - Skytyping punches through the clutter to deliver your message to real people using a medium that commands attention - the sky.



- › A squadron of WWII aircraft precisely “type” all messages above major American media markets and outdoor venues.
- › Clients use Skytyping to build awareness and generate sales by delivering captivating, interactive marketing messages from 10,000 feet above.
- › Clients have used Skytyping and Skytyper airshow performance to launch promotions, contests, celebrations, trade shows, fairs, and ad campaigns.
- › Skytyping strengthens your existing marketing program, creating public relations opportunities and engaging consumers.

- › The medium is enormously powerful and efficient – with guaranteed impressions.
- › Skytyping generates brand impressions for pennies per thousand persons.
- › Basic unit cost per message is only \$800 with volume discounts.
- › At \$800 a message a typical urban market provides a cost per impression of \$.40/1000.
- › Special corporate and “frequent Skytyping” options are available.



HOT JOBS . com . by email

**SKYTYPING**  
**The Clients**

- Bally's Fitness Clubs**
- Carterete Mortgage**
- Champion Mortgage Co.**
- Coca Cola**
- Commerce Bank**
- Davis S. Diamonds**
- Equal Sweetener**
- Geico Insurance**
- Heineken USA**
- History Channel**
- Home Depot**
- HotJobs.com**
- "I Love NY" tourism**
- Navy Recruiting**
- New York State Lottery**
- Nicorette - NicoDerm CQ**
- Norwegian Cruise Lines**
- Oreck Vacuum Corp**
- P.C. Richard & Sons**
- Sandals Resorts**
- Song Airlines**



SKYTYPING 

## Client Feedback



“Skytypers has brought great awareness of our product to the south New Jersey shore, Philadelphia & Camden areas during the summer. On those beautiful blue sky days the skytyping is awesome to see and a great attention getter” **Coca-Cola Bottling - Philadelphia**

“We have had excellent results from the telephone calls that you generate by putting our 800 number in the sky along with the “take the Oreck Challenge” message...” **David Oreck - Oreck Corporation**

“We thought the Skytypers would attract media attention and we were right. All three TV stations, several radio stations and newspaper gave us coverage. We got our sales message out to everyone...” **Hillshire Farm & Kahn’s**

“It was one of the most effective marriages we could have hoped for on behalf of our client, Equal Sweetener - marketing and air power. Nothing propels branding better than seeing it over New York in 1,000 foot letters” **Rubenstein Associates - Public Relations**